* Table of content
* Problem statement
  + Outcome
    - Interpretable
    - Predictive
    - Monetary value
    - History
    - E-commerce
    - Sales
    - Prioritization
  + Data
* Data cleaning
  + Order
  + Customer
  + Payment
    - Multi payment
  + Review
  + Item
  + Product
  + Translation
  + Seller
  + Database joins
* EDA 1
  + Tolerable
    - One hot encode
* Feature engineering
* Exploratory data analytics
  + Value difference
* Logistic regression
  + Value-based
  + Quartile-based
  + Binary
* Hyper parameter optimization
  + Train-valid curve
    - Underfit-overfit
* Model evaluation
* Tailoring predictions to sales
  + General
    - Percent
    - Change
      * Baseline
  + Low investment
  + High investment
* Conclusion
  + Problem statement
  + Join
  + FE
    - Group by
  + Year1-year2
  + Logistic regression
    - Value
    - Quartile
    - Binary
  + Precision/recall